



**NEIGHBORHOOD ENHANCEMENT COMMISSION
REGULAR MEETING
Thursday, February 15, 2007
Civic Center Conference Room
3rd Floor One Civic Center
7447 E. Indian School Road**

PRESENT: Christine Schild, Chair
Aaron Kern, Vice-Chair
Patricia Badenoch, Commissioner
Jeff Kidder, Commissioner

ABSENT: Lisa Haskell, Commissioner
John Horwitz, Commissioner
Jim Pompe, Commissioner

STAFF: Raun Keagy, Neighborhood Services Director
Joanie Mead, Neighborhood Education Manager
Officer Mark Ruffennach (left at 7:31 p.m.)
Shannon Wallace, Public Information Coordinator (left at 6:04 p.m.)

CALL TO ORDER/ROLL CALL

Chair Schild called the meeting to order at 5:35 p.m. A roll call confirmed the presence of Commissioners as noted above.

1. Approval of January 11, 2007 Minutes.

COMMISSIONER BADENOCH MOVED TO APPROVE THE MINUTES OF THE JANUARY 11, 2007 MEETING. VICE-CHAIR KERN SECONDED THE MOTION, WHICH CARRIED WITH A VOTE OF FOUR (4) TO ZERO (0).

2. Continued discussion with Communications and Public Affairs (CAPA) regarding ways to market the Neighborhood Enhancement Partnership (NEP) program (Shannon Wallace, Public Information Coordinator)

Ms. Wallace stated that she reviewed the Commission's January minutes and prepared a marketing plan in response to the many great suggestions discussed.

Events and Distribution Lists:

Ms. Wallace reported that they distributed information bags containing the Spring 2007 Neighborhood College spring class schedule flyer to over 400 households at the February 10th canvassing event. She and Ms. Mead distributed information on the NEP program from a table at the picnic following the canvassing event.

Ms. Wallace announced that the NEP program brochure/folder would be printed in time for the next canvassing event scheduled for March 17, 2007. They plan on covering two neighborhoods consisting of over 500 households with a follow-up picnic at Eldorado Park.

Ms. Wallace reported that 1,000 Neighborhood College brochures with the NEP program classes listed at the top would be ready to distribute to the Neighborhood Notification and Neighborhood Watch Captain distribution lists within the next week.

Ms. Wallace agreed to send emails to the 140-member Adopt-A-Road distribution list to help increase registration for the NEP program. She commented that the Commission should evaluate which approach to take before the September NEP program classes.

Ms. Wallace commented that they also have the Neighborhood Notification Program email distribution to 650 Homeowner Association leaders.

Ms. Wallace emphasized that it was the Commission's responsibility to market their programs well. She suggested that members attend the Neighborhood Watch Captain's Training session, GAIN parties, etc.

Ms. Mead reported that they plan on sending out NEP program information to the mailing lists for each database along with the email list.

Chair Schild recalled a Commissioner pitching an event during the public comment session of a City Council meeting. It was agreed that either she or Vice-Chair Kern would attend the next Council meeting to announce the NEP program workshops on March 8, 2007 and March 13, 2007.

Web Presence:

Ms. Wallace reported that the NEP has a web page linked to the City of Scottsdale's revitalization web page which is visited frequently. She stated that she was unaware of any other web pages the NEP site is linked to, suggesting that the Internet team do some reconnaissance for them.

Human Interest Stories:

Ms. Wallace agreed to pitch any human interest stories the Commission has to the local newspapers. She reported that she and Ms. Mead planned on meeting next week to sift through previous applicant projects approved by the Neighborhood Enhancement Commission in order to locate strong human-interest stories. Once chosen, they would contact the homeowners involved to get approval to publish their information.

Ms. Wallace explained that she had the strongest relationship with the Scottsdale Republic, which is the largest newspaper requesting articles on an ongoing basis. Chair Schild argued that the Tribune should be contacted in order to reach the target audience in older Scottsdale neighborhoods.

Public Service Announcement:

Ms. Wallace agreed to produce a 1-2 minute public service announcement to be recorded by City Cable 11 once human-interest stories have been established, hopefully in advance of the September NEP classes. She explained that a PSA takes longer to produce than a press release for the newspapers.

Newspaper Ads:

Ms. Wallace clarified that the city does not place any newspaper ads unless it is legally required; any ads to be printed on the Commission's behalf would have to come out of their pocket. She agreed to help the Commission with the verbiage and format when preparing their newspaper ad. Chair Schild reported that the Commission does not have a budget to place an ad.

Newsletters:

In response to Ms. Wallace's inquiry regarding article requirements, Officer Ruffennach responded that he did not think they were required to only be police or safety related. He requested the Commission to send any article they might have for consideration of any hot topics to be published in the police newsletter. Chair Schild argued that any article they pitch should point out how the Commission's purpose coincides with the Police Department because the Commission's funding does cover safety related improvements.

Officer Ruffennach reported that the Police Newsletter is distributed to citizens who request it. He explained that the story should be at least a full page with photos for distribution electronically to thousands of people. Ms. Wallace agreed to work with Officer Ruffennach on marketing the NEP program through the Police Newsletter.

Ms. Wallace commented that out of the 27 electronic newsletters produced by the city, four of them are the most appropriate for publicizing the NEP program and she authors two of them.

1. The North Area Update—monthly publication with 285 subscribers that highlights city service programs, issues, and opportunities in the northern area of the city. Chair Schild explained that the NEP program only addresses neighborhoods 15 years or older.

2. The Scottsdale Revitalization Update—bi-weekly update with 1,772 subscribers that provides a summary of the city's efforts to revitalize the southern neighborhoods south of Indian Bend Road.
3. The Scottsdale Update—1st weekly newsletter with 3,675 subscribers published by the city and authored by the media relations manager Mike Phillips that focuses on news events and public involvement opportunities.
4. The Scottsdale Update—2nd weekly newsletter with 4,321 subscribers highlighting city news, events, and public involvement opportunities with an emphasis on planning and development issues.

Ms. Wallace agreed to prepare a short email on both NEP program class cycles and email it to all city staff members and to CityCable 11. She reported that City Line is the city's internal intranet weekly newsletter that is sent to all 3,000 city staff members.

Ms. Wallace explained that external avenues would include On-Hold (telephone message heard when holding for city staff) and the monthly Pride utility bill insert that requires a 2-3 month advance lead time.

Ms. Wallace summarized the top three actions to be taken:

- 1) send out the Neighborhood College brochure to 950 recipients,
- 2) confirm/contact human interest story candidates, and
- 3) write the human interest article.

She invited members to feel free to contact her as the Commission's public outreach for the city.

3. Discussion regarding Community Policing and Crime Prevention through Environmental Design (CPTED) (Officer Mark Ruffennach)

Officer Ruffennach reported that CPTED has been around for thousands of year and in the mid 1980's the City of Tempe became the front-runners for CPTED. In the mid 1990's the City of Scottsdale realized that it was a great idea and began implementing CPTED to help designers design properties or improve existing properties.

Officer Ruffennach stated that the goal of CPTED was to alter the physical environment so citizens will be more capable of understanding the direct relationship of the environment to human behavior and to crime. CPTED includes open spaces such as parks, playgrounds, parking lots, greenbelts, vacant land, and roadways.

Officer Ruffennach explained that best places to start would be places of worship, schools, restaurants, apartment communities, department stores, etc. He reported that he and Bruce Wall from Citizen & Neighborhood Resources go out and take photos of a property, followed by asking numerous questions to complete their security survey before preparing their suggestions.

In response to Commissioner Badenoch's inquiry regarding vehicle break-ins at fitness centers, Officer Ruffennach suggested that everyone keep all items out of

plain view in their vehicles. He noted that most businesses do not display signs since they do not want to indicate they have a problem with crime.

Types of Measures:

Officer Ruffennach reported that the four types of measures used in the CPTED program were: the time of activity (early morning, afternoon, nighttime), who are the intended users, who are the potential abusers, and what time of day does it occur. He commented that the intended users would be anyone who lives, works, or visits the premises and potential abusers were everybody.

Territoriality:

Officer Ruffennach explained the basic CPTED principals as being: territoriality, access control, natural surveillance, activity support, and maintenance. He stated that he could judge an apartment building by the state of the parking lot.

Officer Ruffennach commented that territoriality defines an area or space as public, semi-public, semi-private or private. It is an expression of who you are, pride and ownership. When property is considered trashy, everyone around it or passing by continues the attitude. Officer Ruffennach pointed out that having large rocks around the perimeter was a bad idea since they could be used to break windows.

Access Control:

Officer Ruffennach reported that access control relates to gated community systems preventing crime under certain conditions. He pointed out that owners should develop a method in which people are allowed to enter or exit without leaving the gate propped open and some gate designs need to be changed since they could be used as ladders.

Officer Ruffennach argued that people should close their garage doors, front doors, and front windows to deter crime.

Natural Surveillance/Lighting:

Officer Ruffennach pointed out that natural surveillance was the ability of the intended property users to naturally observe their surroundings. He noted that this could be created by uniquely designing a space or building in a manner so that pool or recreation activities are centrally positioned and lighted to deter crime and reduce fear.

Officer Ruffennach presented examples of CPTED such as Montezuma's Castle, Wakanukka Prison in Canada, and the Great Wall of China. He commented that when you are building or redesigning something, do it for a purpose other than aesthetics. Minimum security standards include uniform lighting, locks on windows and doors, eye viewer of 160-180 degrees in the front door, well designed/maintained landscaping, and a well-lit directory.

Officer Ruffennach suggested that owners paint or cover garage door windows, install low voltage path lighting, motion sensor lighting or skylights in the front doorways to deter casing of the property. He pointed out that security systems are only visual deterrents since most burglaries last three minutes and most people place the security signs too far away from the premises.

In response to Commissioner Kern's inquiry regarding the best types of lighting, Officer Ruffennach reported that metal halide lights (used at baseball fields) and low-pressure sodium (yellow) or high-pressure sodium lights (pinkish street lights) work best outside.

Chair Schild stated that the disadvantages of low voltage solar lights are the fact that they can be stolen or damaged, since they are located close to the ground. In response to Commissioner Schild's inquiry regarding low voltage path lights on transformers, Officer Ruffennach reported that their illumination is poor and recommended bollard lights.

Officer Ruffennach commented that the City Ordinance and CC&Rs require that some lighting be directed downwards (179 degrees) and does not flood neighbors' homes and yards. Mr. Keagy reported that the Ordinance also requires lighting contain 100 watt bulbs or less, no shielding, no downward requirements except in an ESL, which must have 100-175 watt bulbs with shielding.

Locking Devices:

Discussion ensued regarding built-in twist or pin type locking devices on front doors and sliding doors. Officer Ruffennach stated that wooden dowels placed in sliding doors are considered visual deterrents and only deter amateurs, and sliding doors produced prior to 1985 were constructed of stronger metal resistant to flexing. He suggested that citizens apply an energy efficient window film (4 mil for residential and 6 mil for commercial grade) rather than installing metal bars since it is safer when shattered and harder to look into.

Officer Ruffennach explained that when police respond to a large facility, they look for the lit directory to find the distressed caller. When it comes to lighting, the police like to see citizens maintain two foot-candles of light in doorways and parking lots, and a half to one foot-candle of light minimum on common ground areas such as pools or walkways. He pointed out light colored buildings deflect light much better, increasing the effects of the existing lights.

Officer Ruffennach reported that the hardware used on solid core doors locks should include: single cylinder locks with a 1-inch throw (anti-wrench collar), an industrial strike plate (3-4 screws on top/bottom), hinges on the inside/outside of door (screwed in or welded), and a 180 degree peephole.

Landscaping/Vegetation:

Officer Ruffennach explained that landscaping maintenance guidelines include: trees trimmed eight feet from ground level and away from the premises to eliminate climbing onto the roof, bushes trimmed no higher than halfway up window sill level, and creative branch trimming to ensure that people can be seen when approaching the property.

In response to Commissioner Kern's inquiry regarding deterrent landscaping, Officer Ruffennach stated that small gravel rock in the front yard makes more noise than large gravel and creates footprints like grass does when walked on. Discussion followed regarding planting cactus, bougainvillea, prickly pear, or cholla bushes beneath windows to deter burglary.

Self-Defense:

Officer Ruffennach remarked that the real answers to crime are community involvement, more police officers, more citizens attending the Citizen Police Academy, and changing your environment to deter crime. Chair Schild agreed that the Commission would like neighborhoods with criminal activity to request NEP funding of qualifying projects in order to reduce the problem.

Officer Ruffennach reported that he was holding a three-hour class called "The Highly Interactive Self-Awareness Class" next Thursday where citizens participate in three different scenarios that teach you how to use your hands, pepper spray, and personal alarms as protection. Other highest deterrents include engaging in conversation, putting distance between yourself and the attacker, getting familiar with police suspect description sheets so you know what to look for, and never getting into a vehicle.

Officer Ruffennach noted that as time and distance increase the chances of survival decrease significantly.

Commission Assistance:

In response to Commissioner Kern's inquiry regarding how the Commission could assist neighborhoods with the most break-ins and where that might be, Officer Ruffennach stated that the north area of Scottsdale (north of Cactus) need help since they cannot afford to make some of the suggested alterations to deter crime.

Chair Schild suggested that the Police Department refer citizens to the NEP program to apply for funding for beautification, lighting, safety issues, or landscaping/irrigation funding. The Commission provided Officer Ruffennach with a short synopsis of how the newly structured NEP program works, participation requirements, and how much funding is currently available.

In response to Commissioner Kern's inquiry regarding locating the hardest hit neighborhoods, Officer Ruffennach suggested the Commission check into the 7900 block of Rovey and area and contact Kory Sneed for further suggestions. Discussion ensued regarding the Minnezona area and which crime prevention officers covered the three sections of Scottsdale.

Commissioner Kidder noted that the Police Department's website shows the addresses of properties with recent crime. Commissioner Badenoch pointed out that Scottsdale newspapers do not print maps reflecting crime activity.

4. Discussion of Neighborhood Enhancement Partnership (NEP) program guidelines as it relates to types of maintenance projects allowed under the guidelines adopted by City Council in July 2006

Chair Schild recalled that this discussion was prompted by the Commission's decision to deny the application of Chateau de Vie III, a townhouse development with dry rot around the window sidelights by the front doors. She explained that they applied for funds under the guidelines' maintenance provision.

Chair Schild stated that Mr. Keagy previously posed the question, "Did the Commission ever consider this applicant type when changing the maintenance provision of the Guidelines?"

Chair Schild commented that the Commission should decide what types of maintenance projects are to be considered for funding and how they should be chosen.

Ms. Mead reported that the Chateau de Vie III representative contacted her to inquire when the next NEP classes would be held, indicating that they plan on applying again with an updated proposal to include exterior painting.

Chair Schild summarized the December 14, 2006 discussion on property maintenance that falls outside of beautification and conservation. She inquired whether the guidelines should allow for maintenance in common areas or allow the Commission to decide on a case-by-case basis. Discussion followed regarding how much was left in the budget once Rock the House costs were deducted and whether the Commission should fund only one project with the balance.

Chair Schild recalled Councilman Lane's comment, "What's the measure of the public benefit?" She stated that a project should warrant the expenditure of the NEP funds.

Commissioner Kidder stated that the funded projects should benefit the general public/neighborhood and might even be considered a personal benefit because of the increased property value. He requested that language be added directing applicants to have their assessments in place when applying for funding to show their total commitment.

Discussion ensued regarding the partial funding discussion in December, and funding repairs of private properties such as HOAs, and how to distinguish between private and public common areas.

Commissioner Kern commented that doorbell and light deterioration would be considered an exterior maintenance issue and a safety issue. He stated that it would be hard to set rules to discriminate between a maintenance issue with private benefit.

Ms. Mead suggested that the Commission focus on things that would be common to all, rather than the definition of the type of developments applying. Chair Schild suggested that they define common area as being areas generally accessible to the public such as parking lots.

Mr. Keagy pointed out that the three missing Commissioners might have excellent input on this topic, and maybe they should table the discussion for a future meeting.

Chair Schild reminded everyone that they should provide Chateau de Vie III with parameters for reapplying to avoid discouraging them. Mr. Keagy suggested that the Commission set some case law to establish a rationale for future applicants.

Chair Schild recalled the Commission maintenance guideline categories as being beautification, conservation, and safety. She suggested that the Commission add blight abatement to the guidelines as their fourth category, with the requirement that the applicant define clearly what they perceive their project's public benefit to be.

The consensus of the Commission was to table the discussion until the April meeting. Ms. Mead pointed out that the Commission should define their requirements before the workshops in two weeks.

Chair Schild recommended that applicants be encouraged to include a statement of the public benefit to be achieved by the project to increase their chances of approval, noting that beautification also includes blight abatement. Commissioner Kidder suggested that they define blight abatement.

Commissioner Kern suggested that staff create a Public Benefit form (including the definition), putting the burden on the applicant to define the project's public benefit from their perspective. Chair Schild suggested that the applicant include the public benefit statement on their application.

Ms. Mead pointed out that the applicants should be told that the statement would also help the Commissioners to set parameters in terms of maintenance projects. Chair Schild requested that all applicants be required to provide a statement.

In response to Commissioner Kidder's inquiry regarding the percentage of approved safety projects, Chair Schild stated that 15% related to safety, and approximately 75% of the applications related to landscaping or signage. Discussion followed regarding the addition of crime surveys and supportive documentation for safety projects.

Ms. Mead opined that the applicants would be more realistic in their approach when filling out the separate Statement of Public Benefit along with the newly printed applications for public funding.

5. Discussion to prepare for the Commission's Strategic Planning Session/Retreat proposed to be held in March 2007

Ms. Mead confirmed that the Strategic Planning Retreat is scheduled for Tuesday, March 20th at the Pinnacle Room from 11:30 to 3:00 p.m. She agreed to email all Commissioners a meeting reminder and to provide supporting documentation to the absent Commissioners.

Ms. Mead presented copies of the Ordinance that established the Commission as well as the Bylaws. She reminded everyone to review the bylaws and determine where the Commission has done in the past and where it wants to go in the future.

Ms. Mead reported that they had not yet confirmed a facilitator for the retreat and noted that they were inviting early members of the Commission to join them for lunch and to elaborate on the Neighborhood Enhancement Commission's original mission and goals in order to provide perspective on the history.

Mr. Kaegy suggested that they consider Nancy Cantor and Marilyn Armstrong. Ms. Mead mentioned Martha Seaman and Fred Siegel as considerations.

Chair Schild reminded the Commission that the retreat was scheduled in lieu of their regular March meeting.

6. Staff and Commission Updates (A.R.S. § 38-431.02 (K)).

Mr. Keagy reported the authorization of the recommendation for the NEP Application approval stayed on City Council's agenda, there was a unanimous vote, and Councilman Lane made complimentary remarks about the Commission's hard work and serious consideration of the audit information.

Ms. Mead invited everyone to attend the March 17, 2007 canvassing event and agreed to send the Commissioners further information once received.

Ms. Mead distributed copies of the Spring 2007 Neighborhood College spring class schedule and agreed to provide the brochures once they are printed. She reminded everyone to attend the March NEP orientation workshops.

Chair Schild reported that during her public comment at the upcoming City Council meeting, she planned on mentioning the variety of neighborhood college classes available along with the NEP program and contact information.

Ms. Mead reported that the current budget balance is \$46,558.50 minus \$5,000 for the Rock the House project. She presented the 2006 Recap Sheet, explaining that it now included the recent projects with their NEC and City Council approval dates as requested by Commissioner Horwitz.

7. Open Call to the Public (A.R.S. § 38-431.02)

No members of the public wished to address the Committee.

8. Next Meeting Date and Future Agenda Items

Chair Schild reiterated that the retreat was scheduled for March 20, 2007 and the following meeting was scheduled for April 11, 2007. Ms. Mead suggested that they draw from the topic list discussed in January in preparation of the April meeting and to invite speakers.

ADJOURNMENT

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 8:33 p.m.

Respectfully submitted,
AV-Tronics, Inc.